



## **PUBLIC AWARENESS & ADVOCACY COMMITTEE**

## **MEETING SUMMARY – FEBRUARY 1, 2005**

Called to order at 3:30 P.M. in the Redwood Room, 2445 Carmichael Drive, Chico. Members present: Chair Fontana, Billings, Gruneisen, Hubbard, Marlatt, and Moore. Members absent: Lundberg.

1. Agenda Review & Additional Items
  - Advertising through Shasta Parent Magazine.
  - Adoption of an assignment calendar for newsletter participation by grantees.
2. Review and approval of the January 4, 2005 Meeting Summary
  - Summary approved.
  - In the case of a PAAC meeting that occurs just prior to a regular Commission meeting, staff will send draft minutes to PAAC members for review and approval *by email* and then include in Commission binders.
  - Minimize PAAC summaries to action items.
3. Debriefing- January 2005 Grant Council Meeting: Media & Advocacy Brainstorming Session
  - Next time, create an agenda that allows sufficient time for all activities and networking opportunities/program updates.
  - Arrange for roundtable seating, if possible.
  - Use results of both the brainstorming exercise and emailed media questionnaire to structure March media training through Rogers & Associates (R&A).
4. Media Training
  - Follow up with R&A for more detail on planning March media training.
  - Poll grantees to determine the best date to hold the training.
  - Attach a condensed version of the brainstorming responses, as well as a media contact list for grantee use.
  - Hold conference call with Heather Cho and Jeff Fontana to develop curriculum for training.
5. Press Releases
  - Work with Lynn Haskell/VOCS to develop a press release on the Incredible Years training.
  - Follow up with R&A regarding the press releases other counties are receiving.
  - Identify grantees whose programs are measurable and contact them with a request to work with R&A.
  - Goal continues to be two press releases per month.
6. Winter Newsletter
  - Members have until 2-18-05 to submit revisions for the winter newsletter.
  - Send submission calendar to specific grantees that are being asked to contribute to future issues.
7. 2005 PAAC meeting schedule
  - 2<sup>nd</sup> Tuesday of each month from 3:30-5:00 at the Chico Employment Center, Redwood Room.
8. Shasta Parent Magazine- Advertising
  - Postpone advertising considerations until a local tag is developed.
9. Other Business
  - Action item for the March Commission Meeting: Add media component to Scopes of Work.
  - Day at the Mall and Children's Faire- Staff to mobilize effort, if possible.

The next meeting of the Public Awareness & Advocacy Committee will be on Tuesday, March 8, 2005 from 3:30-5:00 PM at 2445 Carmichael Drive, Chico.

Minutes by Susan Billings  
Administrative Assistant  
Approved March 18, 2005